

Science Communication Plan of the COST Action CA23151

Each Action MC shall adopt a Science Communication Plan including a communication, dissemination, and valorization strategy, as well as a plan to implement this strategy. The Science Communication Plan shall reflect the MoU in particular connecting to the aims and objectives of the Action. It is recommended that the Science Communication Plan is approved by the Management Committee not later than 6 months after the start date of the Action. It is recommended that the Science Communication Plan, including progress on implementation, is discussed on a yearly basis by the Action MC and reviewed or amended where necessary. (*Annotated Rules for COST Actions*, article 5)

This template is provided to COST Actions as a support for developing the Action Science Communication plan. Actions can adapt the plan structure and content according to their needs.

VERSIONS AND HISTORY OF CHANGES

Version	Date of adoption by MC	Notes (e.g. changes from previous versions)	Lead author(s)*
1.0			Francesca Di Stefano (SCC)

** The Science Communication plan is developed, updated and its implementation monitored under the overall supervision of the Science Communication Coordinator, and in close collaboration with other relevant contributors.*

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1. SUMMARY

1.1.1. SUMMARY OF THE COMMUNICATION; DISSEMINATION AND VALORIZATION STRATEGY

The Medi-CaSE Action aims to promote a culture of health and cancer prevention across the Mediterranean, particularly in regions with limited policies and hard-to-reach groups. The communication and dissemination strategy is designed to enhance awareness, education, and policy influence, ensuring that the Action's results are effectively shared and utilized.

1.1.1.1. *Key Aspects of the Strategy:*

1. **Raising Public Awareness:**

- Increasing knowledge on cancer prevention and modifiable risk factors.
- Providing accurate information on early diagnosis and screening opportunities.
- Addressing prejudices and misconceptions, particularly in vulnerable and underserved communities.

2. **Engaging Stakeholders and Decision-Makers:**

- Collaborating with policymakers to influence favorable health policies.
- Involving advocacy groups, NGOs, and community leaders to reach diverse populations.
- Conducting policy dialogue initiatives and providing structured reports to decision-makers.

3. **Leveraging Media and Digital Platforms:**

- Utilizing media channels through press events, press releases, and journalist engagement.
- Developing a dedicated website to host educational materials, interactive tools, and stakeholder resources.
- Expanding reach through institutional and social media channels, with potential for Action-specific accounts.

4. **Scientific and Academic Dissemination:**

- Publishing open-access papers and maintaining an academic repository.
- Participating in conferences and organizing dissemination events, including a mid-term and final conference.
- Exploring academic social media platforms for knowledge exchange.

5. **Exploitation and Sustainability:**

- Ensuring free access to Action outputs, including guidelines, toolkits, and repositories.
- Adapting national tools for broader application and potential intellectual property transfers.
- Developing scale-up roadmaps for long-term impact and sustainability.

1.1.1.2. *Implementation Plan:*

- The strategy will be defined within WG6 Communication and Dissemination.
- Annual operational plans will be established for effective execution.
- WG6 will oversee the implementation and ensure alignment with the overall objectives.

This comprehensive approach ensures that Medi-CaSE's findings and tools effectively reach the target audiences, fostering improved cancer prevention efforts and sustainable health policies in the Mediterranean region.

2. GENERAL AIM AND TARGET AUDIENCES

2.1.1. COMMUNICATION, DISSEMINATION, AND VALORIZATION STRATEGY FOR MEDI-CASE

The Medi-CaSE Action aims to enhance cancer prevention efforts in the Mediterranean area by sharing best practices, fostering collaboration, and addressing disparities in screening and early diagnosis. The **communication, dissemination, and valorisation strategy** is integral to achieving these objectives by ensuring that key findings and recommendations reach and engage relevant stakeholders effectively.

2.1.1.1. Target Audiences and Engagement Strategies

Given the nature of the Action and its deliverables, the strategy identifies key **target audiences** and outlines general approaches to engage them through online, physical, and hybrid events:

- **General Public:**
 - Aim: Increase awareness of cancer prevention and screening.
 - Methods: Social media campaigns, public-facing websites, infographics, and video content.
 - Events: Awareness campaigns and community dialogues, particularly targeting hard-to-reach populations.
- **Healthcare Professionals and Researchers:**
 - Aim: Foster collaboration and capacity building.
 - Methods: Training schools, webinars, short-term scientific missions.
 - Events: Conferences, workshops, and online learning platforms.
- **Policymakers and Institutions:**
 - Aim: Promote evidence-based decision-making.
 - Methods: Policy reports, briefings, and stakeholder consultations.
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- **Media and Influencers:**
 - Aim: Enhance public outreach and cultural attitude shifts.
 - Methods: Press releases, interviews, media partnerships.
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- **Non-Governmental Organizations (NGOs) and Advocacy Groups:**
 - Aim: Mobilize community support and integrate local expertise.
 - Methods: Co-designed awareness campaigns, partnerships.

2.1.1.2. Implementation Plan and Activities

To maximize impact, the strategy follows a **structured timeline** with defined deliverables:

1. Initial Communication Planning (Months 1-6):

- Development of the Communication, Dissemination and Valorization Strategy through recurrent meetings.
- Definition of the Implementation Plan.

2. Ongoing Dissemination and Engagement (Months 6-48):

- **Regular updates** through newsletters, research publications, and media outreach.
- **Stakeholder workshops** to align communication efforts with research findings.
- **Training initiatives** for healthcare professionals and policy briefings for decision-makers.

3. Major Dissemination Events:

- **Mid-term and Final Conferences** to present findings and recommendations.
- **Targeted mini-campaigns** during key awareness months (e.g., Breast Cancer Awareness Month).
- Integration with international initiatives (e.g., WHO, EU Cancer Mission).

By strategically tailoring communication and dissemination efforts to each target audience, the Medi-CaSE Action ensures broad visibility, fosters collaboration, and translates research into tangible health policy improvements.

3. PLAN FOR THE COMMUNICATION OF ACTION RESULTS

3.1.1. COMMUNICATION STRATEGY FOR MEDI-CASE

3.1.1.1. *Raising Awareness and Promoting the Action*

Effective **communication** is crucial to ensuring that the Action's results reach the **general public, end-users, civil society, and mass media** in an accessible and engaging manner.

3.1.1.2. *Key Messages*

To effectively communicate the purpose and impact of Medi-CaSE, the following **key messages** will be emphasized across all communication efforts:

- **Prevention Can Save Lives** – Early detection and screening of breast, cervical, and colorectal cancers can significantly reduce mortality rates.
- **Equal Access to Cancer Prevention** – Medi-CaSE promotes the development of inclusive, sustainable, and effective screening programs for all, particularly underserved communities.
- **Collaboration for Stronger Health Systems** – By fostering partnerships between researchers, healthcare professionals, policymakers, and advocacy groups, Medi-CaSE strengthens cancer prevention strategies in the Mediterranean region.

- **Science into Action** – Translating research findings into policies and practical guidelines ensures long-term impact and improved public health outcomes.
- **Empowering Communities** – Raising awareness through education and engagement can help individuals take proactive steps toward cancer prevention.

3.1.1.3. Communication Tools and Channels

To maximize the reach and impact of the Action, a variety of **communication tools and channels** will be utilized:

1. Digital and Online Platforms

- **Action Website:** A central hub for news, resources, publications, training materials, and event information.
- **Social Media (X, LinkedIn, Facebook, YouTube):** Regular updates, infographics, expert interviews, and community engagement.
- **Email Newsletters:** Periodic updates sent to stakeholders, policymakers, and health professionals.

2. Mass Media Engagement

- **Press Releases:** Issued at key milestones (e.g., project launch, major events, publication of results).
- **Media Partnerships:** Engaging journalists and health correspondents to increase media coverage.
- **Opinion Articles:** Contributions from experts to major news outlets and health platforms.

3. Educational and Promotional Materials

- **Infographics and Fact Sheets:** Visually appealing, easy-to-understand materials explaining key findings and best practices.
- **Videos and Animations:** Short clips on cancer prevention, early screening importance, and Medi-CaSE objectives.
- **Podcasts and Webinars:** Featuring discussions with experts on cancer prevention strategies and research advancements.

4. Visual Identity and Branding

- **Action Logo and Templates:** A consistent visual identity for presentations, reports, and promotional materials.
- **Leaflet and Brochure:** Concise, multilingual documents introducing Medi-CaSE and its goals.

3.1.1.4. Tentative Timeline for Communication Activities

Phase	Activity	Communication Tools & Products	Timeline
Project Launch	Introduction of Medi-CaSE	Website, social media accounts, press release	Months 1-12
Early Awareness	Engage stakeholders & media	Leaflets, infographics, media engagement	Months 6-12
Ongoing Updates	Regular dissemination of progress	Social media, newsletters, blogs, webinars	Continuous
Mid-Term Review	Showcase early results & impacts	Video highlights, policy briefs, media outreach	Month 24

Final Dissemination	Share findings & policy recommendations	Final conference, open-access publications, press event	Month 48
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3.1.1.5. *Integration with Action Deliverables*

The communication plan is directly linked to **Deliverable D6.1 (Communication Plan)**, which outlines the strategy in detail. Other relevant deliverables include:

- **D6.2 (Website Release)** – Ensuring the platform is live and regularly updated.
- **D6.3 (Stakeholder Map and Engagement Plan)** – Aligning communication efforts with key partners.
- **D6.4 (Communication Package)** – Developing templates, press materials, and branding tools.
- **D6.5 (Dissemination Plan)** – Coordinating publications and event participation.

By using diverse communication tools and ensuring clear, accessible messaging, Medi-CaSE aims to **maximize the visibility of its work, engage key audiences, and drive meaningful impact in cancer prevention across the Mediterranean region.**

4. PLAN FOR THE DISSEMINATION OF ACTION RESULTS

4.1.1. DISSEMINATION STRATEGY FOR MEDI-CASE

4.1.1.1. *Objective of Dissemination*

The dissemination strategy of Medi-CaSE aims to **publicly share knowledge and results** generated by the Action, ensuring that different target audiences—including researchers, healthcare professionals, policymakers, and advocacy groups—can benefit from and apply the findings. The dissemination plan follows an inclusive, open-access approach, making evidence-based insights widely available and actionable.

4.1.1.2. *Target Audiences and Customization of Dissemination*

To ensure relevance and impact, dissemination efforts will be **tailored** to each audience:

- **Scientific Community (Researchers, Academics, Epidemiologists, Physicians, Data Scientists, etc.)**
 - **Dissemination Approach:** Peer-reviewed scientific publications, conference presentations, academic social media.
 - **Planned Products:** Open-access journal articles, special issues, white papers, best-practice reports.
 - **Key Channels:** High-impact journals, research repositories, international conferences (e.g., ESMO, ECCO, WHO cancer meetings).
- **Healthcare Professionals and Screening Program Managers**

- **Dissemination Approach:** Practical guidelines, toolkits, training modules, workshops.
- **Planned Products:** Clinical guidelines, screening program evaluation reports, case studies.
- **Key Channels:** Medical associations, online learning platforms, international training schools.

- **Policymakers and Public Health Institutions**

- **Dissemination Approach:** Policy briefs, position papers, recommendations for national strategies.
- **Planned Products:** Policy reports, legislative proposals, public health action frameworks.
- **Key Channels:** Government reports, international health policy forums, EU Cancer Mission collaborations.

- **Advocacy Groups, NGOs, and Civil Society**

- **Dissemination Approach:** Awareness campaigns, engagement with patient organizations, community outreach.
- **Planned Products:** Infographics, brochures, interactive educational materials.
- **Key Channels:** Health advocacy networks, social media campaigns, community events.

4.1.1.3. *Open Science and Open Access Commitment*

Medi-CaSE is committed to **openness, accessibility, and transparency**, ensuring that research outputs adhere to the **FAIR (Findable, Accessible, Interoperable, Reusable) principles**:

- **Open-Access Publishing:** All scientific publications will be **open-access**, ensuring that findings are freely available to researchers and stakeholders.
- **Data Sharing & Repositories:** Datasets will be **openly shared** when possible, following ethical and GDPR-compliant standards.
- **Intellectual Property Rights (IPR):** Nationally developed tools may be adapted for broader use with free-of-charge IPR transfers.
- **Knowledge Brokering:** Policymakers will have direct access to synthesized evidence through tailored reports and online databases.

4.1.1.4. *Planned Dissemination Products & Timeline*

Dissemination Product	Responsible Working Group (WG)	Target Audience	Estimated Timeline
Open-Access Scientific Papers	WG2 (Research Platform)	Researchers, medical community	Throughout Action (Quarterly submissions)
Clinical Guidelines for Screening & Early Diagnosis	WG1 (Screening Implementation)	Healthcare professionals, policymakers	Year 2 (Interim), Year 4 (Final)
Training Modules & E-Learning Materials	WG3 (Capacity Building)	Healthcare professionals, screening program managers	Annual updates

Policy Briefs & Recommendations	WG5 (Integration with Health Services)	Policymakers, public health institutions	Mid-term & Final (Year 2 & Year 4)
Community Awareness Materials (Infographics, Factsheets)	WG6 (Communication & Dissemination)	General public, advocacy groups	Continuous
Social Media Campaigns & Webinars	WG6 (Communication & Dissemination)	All audiences	Monthly
Final Dissemination Conference	All WGs	All stakeholders	Year 4

4.1.1.5. Key Conferences, Journals & Platforms for Dissemination

To ensure broad reach, Medi-CaSE will present findings at **international conferences** and publish in **relevant scientific journals**:

- **Conferences & Symposia:**

- International Cancer Screening Network (ICSN)
- European Society for Medical Oncology (ESMO)
- European Cancer Organisation (ECCO)
- World Health Organization (WHO) Cancer Control Meetings
- European Public Health Conference (EPH)
- EU-TOPIA East screening workshop
- COST Action and EU Cancer Mission events
- National cancer prevention summits

- **Journals & Publishing Platforms:**

- Journals with high SCImago Journal Rank (SJR) as recommended by the COST Association
- Open-access repositories such as Zenodo, PubMed Central, and institutional archives
- Medi-CaSE website for downloadable reports and policy recommendations

4.1.1.6. Integration with Action Deliverables

The dissemination strategy is directly linked to:

- **D6.5 (Dissemination Plan)** – Defines the framework for sharing findings and engaging stakeholders.
- **D6.2 (Website Release)** – Provides an open-access platform for publications and resources.
- **D6.4 (Communication Package)** – Ensures consistency in branding and messaging across dissemination materials.

By leveraging a **diverse set of dissemination tools, open-access principles, and strategic partnerships**, Medi-CaSE will ensure its results are **widely shared, easily accessible, and effectively utilized** to enhance cancer prevention across the Mediterranean region.

5. PLAN FOR THE VALORISATION OF ACTION RESULTS

5.1.1. VALORISATION STRATEGY FOR MEDI-CASE

5.1.1.1. *Maximizing the Impact of Action Results*

The Medi-CaSE Action is designed to generate **scientific, technological, socio-economic, and policy impact** by ensuring that its results are actively used beyond the research community. The **valorisation strategy** focuses on transforming the Action's outputs into tangible benefits for healthcare systems, policymakers, civil society, and industry, fostering **long-term sustainability and real-world application**.

5.1.1.2. *Key Impact Areas and End-Users*

To ensure broad exploitation of results, Medi-CaSE targets **specific end-users** who can apply the knowledge generated by the Action:

1. Healthcare Systems & Public Health Institutions

- **Impact:** Improved cancer screening and early diagnosis programs; enhanced healthcare policies.
- **End-Users:** Ministries of Health, national cancer institutes, hospital networks, screening program managers.
- **Valorisation Method:** Development of policy roadmaps, training of healthcare professionals, and integration of best practices into national health strategies.

2. Policymakers & Regulators

- **Impact:** Evidence-based decision-making for sustainable cancer prevention policies.
- **End-Users:** National and regional governments, EU institutions, WHO, cancer advocacy coalitions.
- **Valorisation Method:** Policy briefs, cost-effectiveness reports, participation in high-level forums.

3. Scientific & Technological Innovation

- **Impact:** Advancement of cancer screening methodologies, adaptation of screening models for diverse healthcare settings.
- **End-Users:** Research institutions, epidemiologists, medical technology companies.
- **Valorisation Method:** Open-access **scientific publications**, technology assessment reports, promotion of research collaborations.

4. Economic & Industry Impact

- **Impact:** Identification of cost-effective screening technologies, potential industry collaborations for innovative tools.
- **End-Users:** Medical device companies, diagnostic firms, biotech startups.
- **Valorisation Method:** Public-private partnerships, co-development of **new screening tools**, technology transfer.

5. Civil Society & Advocacy Groups

- **Impact:** Greater cancer prevention awareness, increased participation in screening programs.
- **End-Users:** NGOs, patient associations, women's health organizations, community leaders.

- **Valorisation Method:** Social awareness campaigns, localized intervention strategies.

5.1.1.3. Action Results with Societal and Economic Relevance

Expected Result	Potential End-Users	Exploitation Strategy
Cancer prevention guidelines	Health ministries, hospitals	Integration into national screening programs
Policy recommendations	EU institutions, governments	Legislative adaptations, advocacy efforts
Best practice models	Screening program managers	Replication in different healthcare settings
Open-access data & reports	Researchers, NGOs	Used for further studies and public awareness
Training curricula	Healthcare professionals	Capacity building, workforce development
Cost-effectiveness assessments	Policymakers, industry	Investment justification, public-private partnerships

5.1.1.4. Formats & Methods for Valorisation

To ensure effective uptake of Action results, Medi-CaSE employs the following **formats and methods** for valorisation:

2. Policy Dialogue & Government Engagement

- Direct collaboration with policymakers to translate research into actionable strategies.
- Organization of **policy roundtables** and high-level ministerial briefings.

3. Technology Transfer & Public-Private Partnerships

- Engagement with **medical technology companies** to explore scalable screening solutions.
- Licensing or open-access dissemination of **evidence-based tools** for cancer prevention.

4. Capacity Building & Training

- Development of **e-learning modules** and in-person training sessions for healthcare professionals.
- Establishment of a **knowledge-sharing platform** for practitioners across the Mediterranean region.

5. Community-Based Implementation

- Partnership with **NGOs and local advocacy groups** to implement culturally adapted interventions.
- Co-creation of **awareness campaigns** and community-driven projects.

5.1.1.5. Data Protection & Intellectual Property Rights (IPR)

Medi-CaSE adheres to **strict ethical and legal standards** to ensure data security and appropriate use of intellectual property:

- **Data Protection:** All collected health data comply with **GDPR** regulations, ensuring patient confidentiality.
- **Open-Access Commitment:** Research outputs follow **FAIR principles**, maximizing accessibility.
- **IPR Considerations:**
 - Action results, including guidelines and toolkits, will be made **freely available** to stakeholders.
 - Nationally developed tools may be **adapted for broader application**, with IPR transfers where applicable.

5.1.1.6. Integration with Action Deliverables

The valorisation plan is directly linked to:

- **D6.6 (Valorisation Plan)** – Defines strategies for turning Action results into impact.
- **D6.3 (Stakeholder Map and Engagement Plan)** – Ensures effective outreach to key actors.
- **D6.5 (Dissemination Plan)** – Coordinates the release of key findings for broader uptake.

By focusing on **real-world application, strategic partnerships, and open-access knowledge sharing**, Medi-CaSE ensures that its results lead to **long-term societal, economic, and policy impact** in the fight against cancer across the Mediterranean region.

• ANNEX 1

The tables below are meant to provide an overview to the Action of relevant dimensions to be considered while structuring the Science Communication Plan. Table 1 highlights the different scope of Dissemination and Communication activities, while Table 2 underlines key questions to be addressed in each plan.

TABLE 1. COMMUNICATION – DISSEMINATION – VALORISATION

	COMMUNICATION	DISSEMINATION	VALORISATION
Objectives	Promotion of the Action and its results. Raise awareness about the importance of cancer prevention and early diagnosis. Increase public engagement.	Public disclosure of Action results to relevant professional communities. Share scientific knowledge and best practices.	Ensure the practical application of Action results for research, policymaking, industry, and public health interventions.
Expected Impact	Increased visibility of Medi-CaSE. Engagement of the general public and stakeholders in cancer prevention efforts.	Integration of findings into professional and academic communities. Facilitation of further research and policy adoption.	Long-term use of results in public health policies, medical technologies, training programs, and innovation.

	COMMUNICATION	DISSEMINATION	VALORISATION
Audiences	General public, civil society, NGOs, media, advocacy groups.	Researchers, healthcare professionals, policymakers, EU institutions, cancer screening program managers.	Policymakers, industry stakeholders (biotech, pharma), diagnostics, health institutions, innovation ecosystems.
Languages	Non-specialist, clear, and accessible language to reach the widest audience.	Scientific and technical language for professionals.	Combination of technical and general language tailored to policymakers, industry, and innovation actors.
Channels & Tools	Public debates, TV channels, radio, newspapers, Medi-CaSE website, social media. Leaflets, brochures, infographics, multimedia content (videos, podcasts, webinars).	Peer-reviewed journals, scientific conferences, stakeholder workshops, online open-access repositories. Reports, policy briefs, training modules.	EU platforms (CORDIS, Horizon Results Booster, Innovation Radar), industry forums, patents, licensing agreements, technology transfer programs.

TABLE 2. THE 5 W TO STRUCTURE YOUR PLAN

Question	Answer
WHY is it relevant to communicate about the Action?	Cancer remains a leading cause of death in the Mediterranean region, yet screening and early detection programs are unevenly implemented. Medi-CaSE aims to bridge knowledge gaps, improve healthcare policies, and foster international collaboration for effective cancer prevention.
WHAT is the key message?	"Early detection saves lives. By promoting cancer screening and early diagnosis across the Mediterranean, Medi-CaSE helps improve health outcomes, reduce disparities, and implement evidence-based policies for better public health."
WHO is the target audience?	General Public (citizens, civil society, NGOs, advocacy groups). Scientific Community (researchers, academia, health professionals). Policymakers (national governments, EU institutions, WHO). Industry (biotech firms, medical device companies, startups).
WHERE and how to communicate & disseminate?	Communication: Social media, website, press, TV/radio, awareness campaigns. Dissemination: Scientific conferences, peer-reviewed publications, policy reports, training modules. Valorisation: Policy briefings, industry partnerships, technology transfer initiatives.
WHEN is it appropriate to start communicating & disseminating?	From the start to the end of the Action. Key moments include: - Launch of Medi-CaSE website & social media (Year 1) - Publication of scientific results (Continuous) - Policy dialogues (Year 2 & 4) - Training workshops (Annual) - Final Dissemination Conference (Year 4)